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Consumers'

Guide

OATMEAL

NATIONAL FOOD SUPPLIES
AND YOUR FOOD BILL

VOL. 2, No. 1
OCT. 15, 1934

Butter

Dumplings



LOOKING FORWARD

IN THIS DRIVE for general recovery, we must constantly remember that purchasing power of farmers and purchasing power of industrial workers must both be restored, and that each is dependent on the

other. Efforts to revive both must be carried on simultaneously. When the level of wages and factory payrolls was stepped up through the NRA a year ago last summer, there were complaints from farmers who thought they would be injured by the higher prices of manufactured products which resulted. So, today, there are complaints on the part of city dwellers who think they will be injured by the increased cost of food as the level of farm prices has improved.

WITHIN THE LAST 10 MONTHS, one of the most positive factors in the drive for recovery has been the increase in farm purchasing power. This has continued in the face of brief periods of declining industrial activity and has helped to cushion the effects of such periods. The farm recovery has been most marked in those areas producing commodities for export markets --- areas which are least dependent on domestic industrial recovery. I refer to the cotton, tobacco, and grain farmers.

BUT IT IS apparent that agricultural recovery cannot go much further without further improvement in demand. In part, we must look to the restoration of markets abroad, and in part, to further industrial recovery at home. These twin problems must be squarely faced by anyone who wishes to see the country restored to full economic health. We must work for improved demand from consumers at home and abroad.

Chute C. Davis,

Administrator
Agricultural Adjustment Administration

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CONSUMERS' INTEREST *in a* STABLE AGRICULTURE



by
Louis H. Bean
Economic Advisor

Achieving a balance between farm and industrial production is only the first step in getting farmers a fair return for their labor. Maintaining that balance is the second necessary step. A.A.A.'s Economic Advisor tells here what that means to consumers

WHEN HIGHER prices for farm products result in a larger farm income and a boost to industrial and urban employment, re-employed consumers are the direct beneficiaries. They would much rather be employed, and able to pay fair prices for food and clothing, than to be unemployed and to have no pay check with which to purchase farm products even at prices that are ruinously low to farmers.

THIS CONSIDERATION, in brief, is the general economic justification of the Agricultural Adjust-

ment Administration's first aim of restoring income on the farm, which had shrunk in the years immediately before 1933 to such feeble levels through the demoralizing influence of huge surpluses, weakened domestic purchasing power, and lost foreign markets.

THE PROGRAM NOW, however, is entering upon its second objective. After unwanted surpluses have been reduced and farm prices are as near to parity as consumers are able to pay for purchases in

normal quantity, the second aim is to keep that parity. The Agricultural Adjustment Administration is charged with maintaining a balance between farm production as a whole with industrial production as a whole.

IN THE PROGRESS toward these objectives, the unprecedented drought of 1934 has been a factor useful in some respects and detrimental in others. It practically wiped out, except for cotton, the major surpluses of 1933, and so hastened the first aim of the program. Farm prices of certain products have risen sharply, though the general level is still roughly about 20 percent below the parity level aimed at.

BUT IN THE CASE of some commodities, particularly livestock, the drought had injurious effects. Instead of spreading out a moderate reduction over all farmers, it concentrated the whole punishment of an extreme reduction upon that part of the farming industry that is situated in the drought area. The blind and ruthless action of the drought reduced livestock numbers far more than any planned adjustment would have done. Now there is need to restore normal production of livestock.

YET EVEN for those products whose surpluses have been reduced only to normal, the need of continued adjustment has not been eliminated by the drought. Without control, a new cycle of surpluses may be looked for, beginning in 1935.

SOME EFFECTIVE adjustment programs will be needed in order to prevent these prospective surpluses from undoing much of the agricultural and industrial improvement that has been attained.

IN THE FACE of higher prices for meat and grains that now pre-

vail because of the drought, consumers may think it premature to be talking about prospective surpluses. But in farming there are certain trends of the future that are as clear today as they will be a year hence. For example, with the numbers of grain-eating animals so drastically reduced by drought, normal grain crops next year, when growing conditions will in all probability be much better than this year, will be surplus crops in view of the low demand. This would mean low grain prices again, which in turn would act as a stimulus to hog and cattle production. This production, uncontrolled, would in time result once more in live-stock surpluses.

IN SHORT, when the production and price levels of certain commodities are out of balance in relation to other commodities, they inevitably set in motion new gyrations of production and prices.

CONSUMERS feel these gyrations in farm production in many ways. Sharp changes in food prices disrupt budgets and upset the proportion of purchasing power of industrial products, with consequent fluctuations in employment. Certain groups of consumers, moreover, are dependent directly on the work of processing farm products, and consequently their employment is directly affected by the farm cycles. Expansion in livestock or any farm product may temporarily give employment to people working in packing plants, warehouses, or on railroads, but these people find themselves out of work again when the uncontrolled cycle of production reaches its next phase. Employment for these groups is insecure, because with uncontrolled cycles, low prices follow years of expanded production and bring about acreage contraction and smaller crops the succeeding season when railroads, processing plants, or

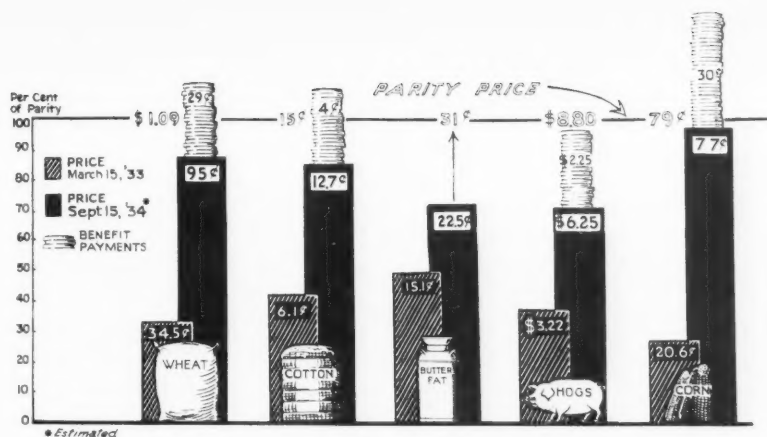
cotton mills lay off their help.

MOST IMPORTANT of all is the large group of consumers employed in the industries whose products are sold directly to the farm markets. The volume of sale of farm implements, fertilizers, trucks and tractors, clothing, and a thousand and one other commodities, depends on the farmer's ability to buy. Consumers employed in these industries have an immediate interest in the maintenance of balanced production levels and profitable farm prices.

INDEED, if a major lesson has been learned during the last years of distress, it is that the farm consumer and the industrial consumer are mutually dependent on each other for markets and earning power.

THE CONSUMERS' GUIDE has often cited the fact that the amount of money in the hands of factory workers has run along about equal and parallel with that in the hands of farmers. This amount reached a low level for both groups in 1933, and since then, the increase in farm income and in factory pay-rolls has been roughly the same, though the sharp rise for the farm group in the second quarter of 1933 led off the business improvement of the past year.

NO ONE KNOWS better than officials of the Agricultural Adjustment



The real price (farm price plus benefit payments) that farmers are receiving for their allotted production of major farm products in terms of parity shows marked improvement. The figures along the parity price line of the above graph represent the amounts per unit farmers must receive before their products will have as great exchange value as they did in the parity years 1910-14. A part of the rise in farm prices (exclusive of benefit payments) between March 1933 and September 1934 is due to the 1934 drought and this portion of the rise would prove temporary if 1935 growing conditions are more nearly normal.

Administration that real parity prices and adequate income for the farmer cannot be reached or permanently maintained except when accompanied by an expansion of purchasing power in the domestic market. Consequently, as we continue into the recovery phase of the present business cycle, the aim of the Agricultural Adjustment Administration is so to adjust production levels in the major commodities as to provide, year by year, supplies adequate for abundant consumption, at prices fair to the consumer and profitable enough to the farmer to sustain his purchasing power in the general market.


THE WEATHER, of course, will remain an unbalancing factor but this can be mitigated by adopting a protective plan such as Secretary Wallace has envisioned under the name of "ever-normal granary".


IF IT CAN ATTAIN these objectives, the AAA will make a real contribution to the social and economic security of both farmers and consumers.




ANOTHER POST-DROUGHT month has passed since we last reported the Department of Agriculture's estimates of food supplies. September first's tally has been made. It shows supplies in drought areas and supplies in more fortunate areas are rapidly being adjusted. Some of the estimates made on the basis of August first reports are changed ... some up, some down. Count them all in and there is still sufficient food in the aggregate to meet normal consumption needs this fall and winter. As usual, consumers will shift their diet to conform to the decline in some food supplies and the abundance in others.

WISE CONSUMERS make sure, first of all of milk, fruits and vegetables in their diet.


SINCE MORE than the usual proportion of milk produced will be used for bottling,  it is likely that the supply of fluid milk for sale will not be greatly different from that of previous years.


FRUIT SUPPLIES as a whole promise well. All the shortage this season is in apples, grapes, and cranberries. The apple crop is unusually small, particularly in the Atlantic Coast and Central States. The crop in the Western States is larger than a year ago but smaller than the average. On the other hand, citrus fruit production  is expected to be a "record high". Production of pears is good, too.


SUPPLIES OF DRIED FRUITS are expected to be about 5 percent below last year's and 9 percent below the average of recent years. However, since a large proportion of the pack of dried fruits is usually exported and since exports have been declining, the reduced supply this year appears to be ample and will still leave a sizeable volume to be carried over into the 1935-36 season.

COMMERCIAL CANNED FRUITS -- both new and old supplies  are about 4 percent larger in quantity than in 1933 and about equal to the average of recent years. Demand for these foods, however, is probably going to be bigger than usual since there was less home-canning this summer, especially in drought areas.

STORAGE STOCKS of frozen and preserved fruits on September 1 were 6 percent larger than a year ago, but 14 percent below average.

FRESH VEGETABLE supplies will be ample. Late vegetables, such as carrots, onions  cabbage, potatoes, and sweet potatoes, are being produced at the rate of 17 percent above 1933's production and 4 percent above average. Much of these vegetables are stored for marketing during the winter and spring months. These stored late vegetables will be supplemented by the anticipated plentiful production of early vegetables about the first of the year from Southern and Southwestern areas. Shipping these perishable products into areas where local supplies are short will likely result in some price increases above the usual level.

HERE'S A LIST of fresh vegetables which will be available on the market in quantities greater not only than last year's supply but than average supplies: snap beans; Danish types of cabbage; carrots,  lettuce, green peas, and tomatoes. Spinach almost comes within this group, too. There is more than the usual amount of cauliflower, but 6 percent less than last year. Celery is not quite so plentiful as normally, being between 4 and 5 percent below average and last year's production.

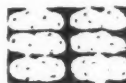
DROUGHT HAS more seriously cut down production of vegetables for canning. The pack  is not as large as was expected earlier in the year. Since carry-over stocks were generally low, the total supply of canned vegetables will probably be 11 percent below

the average for recent years, although about 11 percent above the 1933 supply.



CANNED SWEET CORN supplies will be about three-quarters of their average size. Canned spinach, about 21 percent under average. Green peas and snap beans, canned, will each be 11 percent below average. Canned green lima beans will be abundant, 35 percent greater than average and close to double the supplies in 1933. Canned tomatoes, too, will be plentiful, with production 16 percent above average and 39 percent above 1933.

POTATOES -- white and sweet -- promise still to be just about as plentiful this year as last, although white potatoes will likely be 9 percent under average supplies.



The crop is especially good in the Eastern and Central States, not so good in the Far West. Southern States are producing about an average crop of sweet potatoes this season.

DRY EDIBLE BEANS



have been hit hard by the drought this season, but large left-over stocks are making up for some of the shortage in this year's crop. Total supplies will likely be 15 percent below the large supply of last year and 13 percent below average. Some of this shortage may be made up from larger imports.

AFTER TAKING care of the milk, fruits, and vegetables in your diet, then look after these foods -- meats, fish, eggs, and cheese.

MEAT SUPPLIES as a whole, including meat for relief families, will not be much different during the rest of 1934 from the supplies in the same months of last year. Short pork supplies will be offset by more beef, veal, and lamb. Supplies of all meats in 1935, however, will be sharply curtailed and meat production for the entire year from August, 1934, to July, 1935, probably will be the smallest for more than a decade.



FISH AND FISH PRODUCTS are expected to be as plentiful as usual. That helps, because fish have all the chief food values of beef, pork, lamb, or poultry, and some besides.



THE NUMBER of eggs laid is likely to be from 10 to 15 percent smaller than in 1933, unless there is unusually mild winter weather. Storage stocks of eggs on September 1 were about 5 percent below the 5-year average. Poultry supplies for consumption during the fall and winter will be smaller than in any year during the past decade.

STOCKS OF CHEESE are well above those of last year and above the average. As it looks now supplies will be ample.

FINALLY in planning your family's meals, look after the breads and cereals, and such fats and sugars as you need.

WHEAT SUPPLIES



are ample. So flour for

bread, cereals, and most other wheat foods will be sufficient for our usual needs. There seems to be a short supply of "durum" wheat, the kind that is used in making macaroni.

PROSPECTIVE SUPPLIES of rice



are good.

The total for 1934-35 is likely to be about 6 percent greater than last year's, though 10 percent below the recent 5-year average.

BUTTER PROSPECTS are not so cheerful. Since a larger part of the milk produced will be sold as fluid milk, there will be less for making butter. Total supplies of domestic creamery butter



available from November to April may be 15 to 20 percent

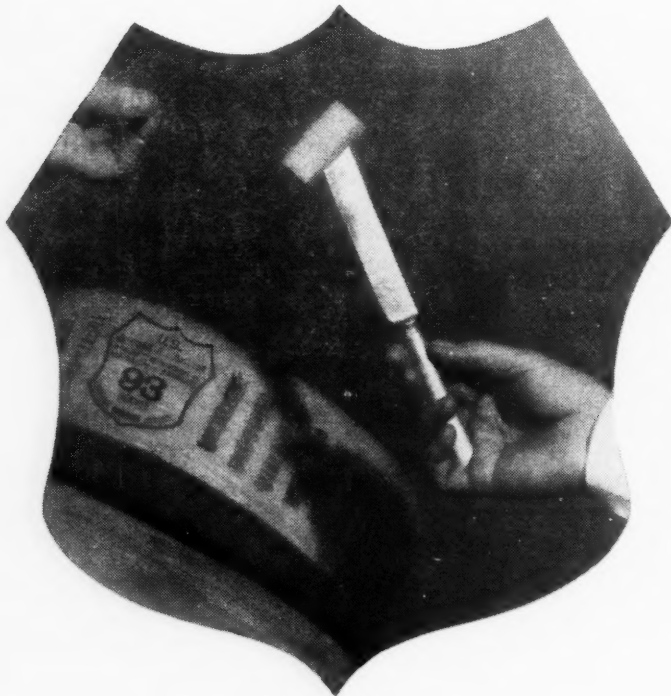
less than the large supplies of last winter, but about the same as for the winter of 1927-28.

SUGAR will be available in the usual amounts. Lard and cottonseed oil supplies are going to be smaller -- perhaps 25 percent under the average.

WATCH EACH ISSUE OF THE CONSUMERS' GUIDE
FOR REPORTS ON CHANGES IN THESE ESTIMATES.
THEY WILL HELP YOU BUY WISELY.

—0—

DO YOU WANT A BETTER PIECE OF CHEESE?



*Very little
of the cheese
we buy has
been quality-
graded by U.S.
Government—
but Canadians
go in for
national cheese
standards in
a big way—*

STANDARDS FOR GRADES of cheese have been set up by Uncle Sam, but this does not mean that the next piece of cheese you happen to buy will have been matched up with these standards.

UNITED STATES CHEESE STANDARDS are not compulsory, in fact not one pound in 100 pounds of cheese made in the U.S.A. is graded and/or labeled according to the U. S. Cheese Standards. The principal user of the U. S. Cheese Standards is Uncle Sam himself. These standards he uses in his own buying. For,

of course, the Government always buys by standard like any other large business concern.

BUT THE HOME CONSUMER still gets along somehow without knowing the specifications of what she is buying, even when such specifications are available to others.

HOW CAN HOME CONSUMERS get Government-graded cheese?... If you are on relief you can get it, for relief cheese, bought by the Government, has to be graded just like any other Federal purchase.

It has to be up to standard... Also, there is one company which chooses to use U.S. grades for the best quality cheese it distributes, even though sold to the public in the ordinary way. It's one of their cheeses which you see in this photo.

DOWN IN A FRESH, COOL, silver-walled cellar we found neat piles of quality-graded cheese, and we carried this one upstairs to have its picture taken. It's a 22-lb. American Cheddar, known as a "daisy", hard and golden and heavy, flat round in shape. Its scarlet grade stamp shows that it is 93-score (meaning U. S. FANCY quality). The factory which made this graded cheese is a cooperative, run by the farmers who produce the milk from which the cheese is made. This cooperative is planning to use U. S. grade labels on small consumer-sized packages of cheese which will be for sale.

AMERICAN FARMERS, in other words, are pioneers in accepting U. S. cheese grading. In Canada the same thing happened. Dairy farmers there find they made more money as a result of the Dominion's cheese grading, which is applied to nearly all Canadian cheese.

CONSUMERS LIKE IT TOO, because it makes for better cheese. In Canada the proportion of cheese graded as

If you look for Uncle Sam's mark on the cheese rind, you can tell its quality



Above you see Federal and State grade marks, encircled in one shield about 3 inches high. The grading of American Cheddar is for flavor, body and texture, finish and appearance, and color.

Score 92, 93 or 94 means U.S. FANCY

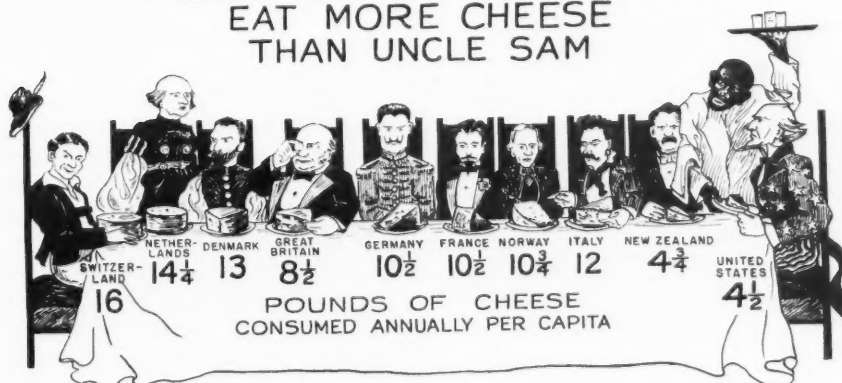
Score 89, 90 or 91 means U.S. No. 1

Score 86, 87 or 88 means U.S. No. 2

Score 83, 84 or 85 means U.S. No. 3

first class has increased notably in a dozen years of Dominion grading. This creates more demand for Canadian cheese... people get over the idea that cheese is tasteless and indigestible and begin to think of it as a bit of delicate flavor — they cut and come again. And so farmers who sell milk to make the cheese are the gainers because there is more demand for their milk.

THESE OTHER COUNTRIES EAT MORE CHEESE THAN UNCLE SAM





CONSUMERS OWN THIS SHOP



AND THIS ONE



3000 CONSUMERS BUY MILK FROM THIS CO-OP



CELEBRATING 20 YEARS OF COOPERATION

A MILK STRIKE *that brought about a* NEW WAY OF DOING BUSINESS

*by J. Liukku,
General Manager of
the Co-operative Trading Co.,
Waukegan, Ill.*

"I'd like to know how they expect us to pay two cents more for milk when the factory pays our men only twenty cents an hour," complained a housewife to her neighbor.

"Yes, and Mr. Jones came in from his farm the other day," her friend replied, "and he told me that the company pays him only three cents a quart for his milk."

The two women were neighbors out in Waukegan, Illinois, 40 miles north of Chicago, and the year was 1910.

The next day in the basement of one of their houses a dozen women gathered around two cans of milk which they had bought from Mr. Jones. They charged themselves six cents a quart — the old retail price. After paying the farmer a better price than he had been getting from the company and after paying for delivery, they had a tidy surplus left over.

Today, the Finnish women who started that basement experiment 24 years ago are still furnishing themselves with milk on cooperative principles. 2500 other housewives have joined their group. Now they own a completely equipped pasteurization and bottling plant and a fleet of more than 20 delivery trucks and wagons.

The farmer who supplied the first two cans of milk has been succeeded by a group of 38 milk producers of the county who, as members and part owners of the dairy, last year received a total of \$700 in dividends in addition to the regular price for milk. The small trickle of milk of 1910 has grown to a daily average of 20,000 pounds, handled by a cooperative organization of consumers and farmers.

CONSUMERS who buy milk from the cooperative pay 10 cents a quart, the same price they pay private dairies -- but here's the difference. They got back in dividends 2 cents of each dollar for milk last year. This dividend has been as high as 10 cents on the dollar in the past. Because of the cooperative's method of handling the producer-members' milk, it is able to pay them \$2.06 per hundredweight, while the majority of producers shipping to other distributors in that milk area receive \$1.91. (These are September 1, 1934, prices).

Buying milk cooperatively has worked so well that this group of consumers has branched out into other lines. It is doing a business of \$800,000 a year all told.

The manager of the Co-operative Trading Company is, of course, a full-time man, but his salary is considerably lower than earnings of the executives of like-sized private busi-

nesses. Under the present manager the organization has grown into the largest retail organization in a town of 33,000. There are now four branch stores, one of them in the nearby town of Highwood.

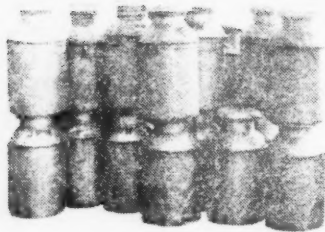
In the course of this expansion, the membership has spread out from the original Finnish group to include all nationalities in the town. Although practically all the members are workers or farmers, the assurances of high quality and fair prices which consumer ownership and control give have attracted the patronage of a considerable number of richer households in Chicago's northern suburbs.

One member of the board of directors of a nationally important packing company insisted, after he had carefully compared prices and qualities, that his servants buy all the meat for his family from the co-op.

During all its new growth the organization has safeguarded the cooperative principles of "one member, one vote", and returning all savings to its customers on the basis of the amount they buy from the cooperative. Savings have averaged between 3 and 5 percent.

Eighty men and women are now employed by the co-op. Drivers for the dairy department have long been the only ones in town permitted to have a union, and wages are higher than average, as are those of retail clerks in the organization. In the past few months a union of these clerks has been formed with the encouragement of the management.

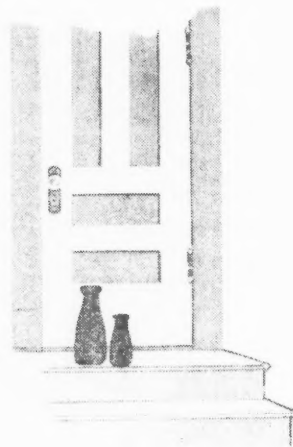
Milk distribution is one of the most complicated economic and agricultural problems we have today. Waukegan consumers think they have found one solution for it.



WHAT IS THE COST OF THESE SERVICES

IN YOUR CITY ?

INSPECTION
WEIGHING
TESTING
PASTEURIZING
FILTERING
COOLING
BOTTLING
REFRIGERATING
STORING
TRANSPORTING
DELIVERING
COLLECTIONS



DAIRY EXPERTS of the AAA have been calculating the cost of getting milk from the milk can to the doorsteps of consumers in 50 cities.

THEY STARTED with the price of raw milk at city receiving stations, and subtracted this from the price city consumers paid on September 15 for a bottle of milk delivered to consumers' homes.

IN 50 CITIES, this cost went all the way from 4.41 to 8.34 cents for the average quart of milk. Chicago had the lowest cost; Raleigh, North Carolina, the highest.

THESE PENNIES represent the spread, or the "gross margin" distributors are working on in performing the various services described in the picture above. They do not represent distributors' spreads on all milk handled; only milk sold at retail.

TO GET a complete measure of the relative efficiency of the processing and distributing systems in these cities a check would have to be made, also, of the spread on milk sold at wholesale, to stores that then resell to consumers, to relief agencies and families.

IN 5 CITIES distributors' gross margins varied from 4.4 cents up to 5 cents per quart. Consumers in those cities were paying from 9 to 11 cents per quart for home delivered milk.

IN 26 CITIES, with margins from 5 cents a quart up to 6, consumers' prices ranged from 9 to 13 cents a quart.

IN 14 CITIES, where distributors' gross margins went from 6 to 7 cents a quart, consumers were paying 10 to 14 cents.

IN THE FINAL 5 cities, gross margins varied from 7.27 to 8.34 cents. Consumers in those cities paid from 12 to 15 cents a quart.

THE DIFFERENCE between what consumers pay and what distributors charge for their services is the price of the raw milk delivered in the city. This price does not represent what the farmer earns for all his milk. Farmers may get many different prices, depending on the use made of the milk.

MILK THAT is used for bottling brings the farmer the highest price. Milk to be used for cream brings a lower price to the farmer. The same with milk used for butter, cheese and other dairy products. Sometimes city companies have bought milk from farmers at these lower prices and then turned around and used it for bottling. In this way they gain a higher margin in their price to consumers. AAA milk licenses are designed to protect farmers from this unfair practice.

PRICES FOR raw milk delivered in the city also include many out-of-pocket expenses the farmer has to meet in preparing and delivering his milk to the city. His net returns are very much less than the price he receives from city companies. To get a fair measure of the farmers' returns careful account must be

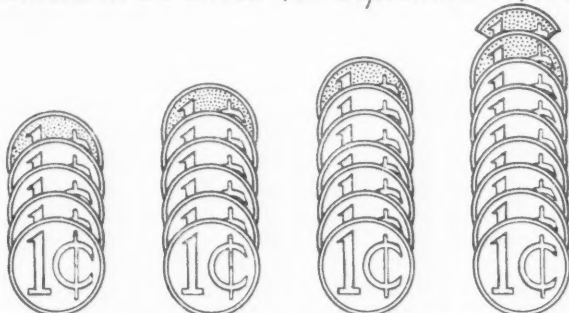
made of these different costs and of the different costs and prices farmers receive for their milk.

TWENTY-ONE of the 50 markets are under Federal milk licenses. These licenses fix prices to farmers, protect them against unfair trade practices. They do not fix prices to consumers, except indirectly in a few cases where minimum wholesale prices are established. Consumer prices in 20 of these cities are allowed to fend for themselves. Competition, that is, fixes their level.

STATE AUTHORITIES regulate milk distribution in one way or another in 14 of the markets. Sometimes they establish retail prices. In the Providence, Rhode Island, market which has both State and Federal control, retail prices are fixed by the State authority. The final 14 markets are without any form of official regulation.

ON PAGE 31 we show you the dealers' margins and retail prices for the 50 cities. ("F" stands for markets under Federal license; "S" under State regulation; "SF" under both.)

These pennies represent the gross cost of getting milk from the milk can to the doorsteps of consumers in 50 cities (on September 15, 1934)



*From 4 to 5¢
in 5 cities*

*From 5 to 6¢
in 26 cities*

*From 6 to 7¢
in 14 cities*

*From 7 to 8 1/3¢
in 5 cities*

YOUR FOOD BILL

RETAIL PRICES of foods rose steadily from 107.3 percent of the 1913 average on April 24 to 116.8 percent on September 11. The latest report, however, shows a drop to 116.4 on September 25. This is the first drop in the food price index since April.

CONSIDERING FOODS as a whole retail prices are now about 8½ percent above the April levels. The rise since the middle of June when the drought damage began to be apparent is about 6½ percent. In this connection it should be remembered that some increases in food prices are usual at this time of the year. During the past 10 years food prices rose from June to September in 8 years and dropped in only two years. In 1933 and in 1929 the rise was greater than it has been this year.

NO SPECTACULAR increases in food prices are anticipated during the rest of 1934.

THE DROUGHT HAS had the effect of increasing prices received by farmers. A revised farm price index just published by the Bureau of Agricultural Economics indicates average prices in September 102 percent of the 1910-14 average. In August the index was at 96 percent of pre-war, in July at 87 percent of pre-war.

CHANGES IN CITY RETAIL PRICES

Kind of Food	April 24 1934	Sept. 11 1934	Sept 25 1934	Change in 5 months
	\$	\$	\$	%
<u>Dairy Products</u>				
Milk, qt.	11.1	11.5	11.6	+ 4.5
Cheese, lb.	23.6	24.4	24.2	+ 2.5
Butter, lb.	28.8	32.9	32.3	+ 12.2
<u>Beef</u>				
Round steak, lb.	26.5	30.8	30.7	+ 15.8
Rib roast, lb.	21.5	24.3	24.6	+ 14.4
Chuck roast, lb.	15.8	18.3	18.5	+ 17.1
<u>Pork</u>				
Chops, lbs.	24.1	32.4	28.5	+ 18.3
Lard, lb.	10.3	14.4	14.7	+ 42.7
Who. smo. ham, lb.	18.7	26.2	26.0	+ 39.0
<u>Lamb</u>				
Leg of lamb, lb.	26.4	25.5	25.2	- 4.5
Breast lamb, lb.	10.8	10.8	10.7	- 0.9
Square chuck, lb.	18.8	18.8	18.5	- 1.6
<u>Poultry</u>				
Hens, lb.	24.8	25.1	25.6	+ 3.2
Eggs, doz.	23.5	34.3	35.2	+ 49.8
<u>Bread</u>				
White, lb.	8.0	8.4	8.4	+ 5.0
Rye, lb.	8.6	8.9	8.9	+ 3.5
Whole wheat, lb.	8.7	8.9	9.0	+ 3.4

(continued)

PRICES PAID by farmers in September for commodities they buy were 126 percent of the 1910-14 average. The purchasing power of farm products compared to the pre-war purchasing power can be found by dividing 102 by 126. That gives you 81 percent. In other words, farmers' products would buy in September 81 percent as much as they would buy in pre-war years. A year ago the purchasing power of farm products was 69 percent of pre-war.

FARMERS COOPERATING with the Agricultural Adjustment Administration to control the production of

CHANGES IN CITY RETAIL PRICES

Kind of Food	Apr. 24 1934	Sept. 11 1934	Sept. 25 1934	Change in 5 months
<u>Cereal Products</u>				
Flour, lb.	4.7	5.1	5.1	+ 8.5
Macaroni, lb.	15.5	15.8	15.8	+ 1.9
Wheat cereal, 28 oz. pkg.	24.2	24.2	24.2	---
<u>Vegetables - canned</u>				
Corn, #2 can	11.3	11.8	11.6	+ 2.7
Peas, #2 can	16.5	18.3	17.1	+ 3.6
Tomatoes, #2 can	10.6	9.3	10.3	- 2.8
<u>Vegetables - fresh</u>				
Potatoes, lb.	2.7	2.1	2.0	- 25.9
Onions, lb.	4.5	4.2	4.0	- 11.1
Cabbage, lb.	3.5	3.3	3.1	- 11.4
<u>Vegetables - fresh</u>				
Lettuce, head	9.3	9.6	9.3	---
Spinach, lb.	6.5	8.3	7.3	+ 12.3
Carrots, bunch	5.5	5.0	4.9	- 10.9
<u>Fruit - canned</u>				
Peaches, #2½ can	17.9	18.9	19.1	+ 6.7
Pears, #2½ can	20.8	21.8	22.1	+ 6.2
Pineapple, #2½ can	21.9	22.6	22.6	+ 3.2
<u>Fruit - fresh</u>				
Apples, lb.	6.5	5.7	5.7	- 12.3
Bananas, doz.	22.4	23.6	24.0	+ 7.1
Oranges, doz.	27.7	37.0	37.0	+ 33.6

cotton, wheat, tobacco, hogs and other basic commodities also receive benefit payments so the purchasing power of their products has improved more than this rise in farm prices shows.

ON THE OTHER HAND farmers have less to sell this year on account of the drought and the incomes received by farmers will be increased much less than the higher prices would indicate.

PRICES OF most of the important foods went downward in the last two weeks of September. Pork and lamb prices dropped from September 11 to Sep-

tember 25 -- the drop in prices of pork chops being unusually sharp. Beef prices remained about the same. A small increase in the average price of milk resulted from increases in only a few cities. Cheese and butter prices dropped. Bread and cereal prices are about unchanged.

VEGETABLE PRICES have been weak and dropped further from September 11 to September 25. Vegetables will continue to be plentiful this fall.

THE COST of a month's supply of 14 important food items to a typical family on September 25 was \$19.47. Of this the farmer got \$7.53, or 38.6 percent. The remaining \$11.94, or 61.3 percent, went to pay for transportation, processing, and market-

ing, (including the processing taxes on wheat and hogs). A year ago the producer received 36.9 cents of the dollar spent by the consumer for the same commodities.

PRICES OF FOOD paid by farmers and other consumers in small towns and in the country have advanced just a little less than city food prices. The Bureau of Agricultural Economics reports that country food prices increased a little over 5 percent between June and September, 1934. During the same period city food prices went up almost 7 percent.

DAIRY PRODUCTS

BUTTER AND CHEESE prices dropped from September 11 to September 25 while prices of fluid milk went up 0.1 cent a quart. The drop in butter prices was 0.6 cent a pound and in cheese prices was 0.2 cent a pound.

THE INCREASE in milk prices was due to a 2 cent increase in Atlanta, a 1 cent increase in Seattle, and smaller increases in Houston and in Portland, Maine. Prices of milk dropped in 4 cities.

BUTTER PRICES usually rise from a low point in June to a high point in December. The drop of over half a cent in September is unusual. Fall production of butter has been large in spite of the scarcity of feed grains. When the pasture season is over butter production may drop off somewhat.

Average Retail Prices, Sept. 25, 1934 (cents)

Markets	Milk qt.	Cheese lb.	Butter lb.
United States	11.6	24.2	32.3
Atlanta	14.0	21.7	33.8
Baltimore	11.0	26.1	34.4
Birmingham	14.0	20.4	34.1
Boston	10.3	25.3	32.7
Bridgeport	14.0	28.6	33.7
Buffalo	12.0	26.3	31.0
Butte	11.0	21.5	34.3
Charleston, S. C.	13.3	20.9	32.1
Chicago	10.0	27.4	31.6
Cincinnati	12.0	25.2	30.0
Cleveland	11.0	25.8	31.1
Columbus	10.0	26.0	31.3
Dallas	9.0	25.6	31.3
Denver	10.0	25.4	32.0
Detroit	11.0	23.5	32.0
Fall River	13.0	25.6	33.0
Houston	12.0	20.2	32.9
Indianapolis	9.0	26.2	32.1
Jacksonville	15.0	19.8	32.5
Kansas City	12.0	23.1	30.5
Little Rock	12.0	21.7	30.7
Los Angeles	11.0	22.6	33.7
Louisville	11.0	25.2	32.6
Manchester	11.0	25.3	31.2
Memphis	11.0	19.5	31.5
Milwaukee	10.0	24.5	30.4
Minneapolis	10.0	23.6	29.9
Mobile	13.0	22.0	31.2
Newark	13.0	24.5	33.4
New Haven	14.0	28.7	34.5
New Orleans	11.0	22.0	32.2
New York	12.5	27.5	33.5
Norfolk	14.0	21.2	33.1
Omaha	10.0	24.6	30.1
Peoria	10.0	22.7	29.5
Philadelphia	11.0	28.8	35.7
Pittsburgh	11.0	24.8	32.3
Portland, Me.	11.0	26.1	33.3
Portland, Ore.	11.4	21.4	32.7
Providence	13.0	25.0	32.6
Richmond	12.0	22.6	33.0
Rochester	12.0	26.7	31.1
St. Louis	11.0	23.3	31.7
St. Paul	10.0	24.0	29.8
Salt Lake City	10.0	19.8	33.2
San Francisco	12.0	28.3	34.0
Savannah	13.0	20.9	32.5
Scranton	11.0	25.8	32.6
Seattle	10.7	20.9	33.8
Springfield, Ill.	10.0	21.8	30.6
Washington, D. C.	13.0	26.1	34.6

Average Retail Prices, Sept. 25, 1934 (cents)

Markets	White lb.	Rye lb.	Whole wheat lb.
United States	8.4	8.9	9.0
Atlanta	8.9	9.3	9.0
Baltimore	8.8	9.0	9.5
Birmingham	9.6	9.6	9.8
Boston	8.3	9.3	8.9
Bridgeport	8.7	9.1	9.3
Buffalo	8.4	8.3	9.2
Butte	9.5	9.6	9.6
Charleston, S. C.	9.0	9.5	10.8
Chicago	7.3	7.7	8.9
Cincinnati	7.8	9.3	9.6
Cleveland	7.7	8.3	8.5
Columbus	8.2	9.1	9.3
Dallas	7.9	7.9	7.9
Denver	7.7	9.1	7.7
Detroit	7.2	7.6	7.6
Fall River	8.1	8.7	9.1
Houston	8.5	8.7	8.6
Indianapolis	7.3	7.7	8.8
Jacksonville	9.8	9.9	10.0
Kansas City	8.4	8.8	9.0
Little Rock	9.9	9.8	9.9
Los Angeles	7.9	9.6	8.2
Louisville	7.4	8.0	8.5
Manchester	8.8	9.5	9.1
Memphis	8.5	8.9	9.3
Milwaukee	7.2	7.1	7.6
Minneapolis	8.4	8.8	9.3
Mobile	8.9	9.7	9.7
Newark	9.1	9.3	9.4
New Haven	8.6	9.0	9.3
New Orleans	8.3	8.9	9.6
New York	8.8	8.8	9.2
Norfolk	8.3	9.0	9.1
Omaha	8.4	9.0	8.8
Peoria	8.1	9.0	8.6
Philadelphia	8.6	9.3	10.3
Pittsburgh	8.3	8.7	9.2
Portland, Me.	9.1	9.5	9.6
Portland, Ore.	9.1	10.0	9.3
Providence	8.1	8.8	9.4
Richmond	8.6	8.8	9.6
Rochester	8.1	8.2	8.9
St. Louis	8.5	9.1	9.5
St. Paul	8.6	9.0	9.5
Salt Lake City	7.6	9.0	7.8
San Francisco	9.3	9.0	8.9
Savannah	9.5	9.8	10.4
Scranton	9.3	9.7	9.7
Seattle	9.1	9.7	9.1
Springfield, Ill.	8.6	9.2	9.7
Washington, D. C.	8.3	8.8	8.9

BREAD

AVERAGE PRICES of whole wheat bread went up 0.1 cent a pound from September 11 to September 25 but there was no change in prices of ordinary white bread nor of rye bread.

WHEAT PRICES and flour prices have declined somewhat in September in line with the price movements in the world markets.

NO FURTHER ADVANCES in bread prices are anticipated unless the world markets for wheat should pick up, and if wheat prices should drop much lower than present levels, consumers should be able to buy bread at lower than present prices.

CEREAL PRODUCTS

THIS REPORT shows no change in prices of flour, macaroni and wheat cereal during the two weeks ending September 25.

THE WHEAT MARKET fell off in September and wholesale flour prices likewise fell off somewhat.

WHEAT PRICES from now on will depend largely on developments in the world markets which will be influenced largely by the prospects for the wheat crop in the Southern Hemisphere.

FARM PRICES of wheat in September were 83 percent of the pre-war parity and prices of many of the feed grains have been raised practically to parity by the drought. Oats and barley are at parity and corn is at 96 percent of parity. Farmers sell only small proportions of these crops, however.

Average Retail Prices, Sept. 25, 1934 (cents)

Markets	Flour lb.	Macaroni lb.	Wheat cereal 28 oz. pkg.
United States	5.1	15.8	24.2
Atlanta.....	5.7	16.9	26.1
Baltimore.....	5.2	16.2	23.6
Birmingham.....	5.1	14.9	25.4
Boston.....	5.4	16.6	23.5
Bridgeport.....	5.7	16.6	25.4
Buffalo.....	5.3	15.8	24.2
Butte.....	5.3	16.2	26.1
Charleston, S. C.	5.6	16.1	24.9
Chicago.....	5.0	15.3	24.5
Cincinnati.....	4.6	14.5	21.4
Cleveland.....	4.9	17.0	23.1
Columbus.....	4.4	16.6	26.3
Dallas.....	5.1	17.3	25.0
Denver.....	4.2	17.5	22.9
Detroit.....	5.4	14.6	23.6
Fall River.....	5.3	15.6	23.1
Houston.....	4.9	13.2	22.2
Indianapolis.....	4.6	16.1	25.7
Jacksonville.....	5.4	16.5	25.0
Kansas City.....	5.0	14.4	24.3
Little Rock.....	5.2	16.7	28.2
Los Angeles.....	4.8	15.2	23.8
Louisville.....	5.4	14.8	24.2
Manchester.....	5.4	17.3	25.4
Memphis.....	5.5	15.1	25.0
Milwaukee.....	4.9	14.3	24.5
Minneapolis.....	5.1	14.2	23.6
Mobile.....	5.2	17.0	25.2
Newark.....	5.5	16.3	22.4
New Haven.....	5.5	16.6	24.0
New Orleans.....	6.0	9.8	24.3
New York.....	5.5	17.2	23.6
Norfolk.....	5.1	15.8	24.9
Omaha.....	4.7	18.0	24.5
Peoria.....	4.9	17.1	26.3
Philadelphia.....	4.9	16.6	22.4
Pittsburgh.....	4.8	16.0	23.3
Portland, Me.....	5.3	18.1	24.3
Portland, Ore.....	4.4	15.0	23.1
Providence.....	5.5	15.3	23.1
Richmond.....	5.3	15.3	23.6
Rochester.....	5.3	15.6	23.6
St. Louis.....	4.9	15.8	25.4
St. Paul.....	5.1	14.2	24.0
Salt Lake City.....	4.0	18.4	25.0
San Francisco.....	5.0	16.4	24.2
Savannah.....	5.4	15.9	24.9
Scranton.....	5.2	16.9	25.0
Seattle.....	4.3	16.4	25.7
Springfield, Ill.	5.0	16.0	24.7
Washington, D. C.	5.5	16.1	23.8

Average Retail Prices, Sept. 25, 1934 (cents)

	Round steak	Rib roast	Chuck roast
Markets	lb.	lb.	lb.
United States	30.7	24.6	18.5
Atlanta	32.5	24.9	18.7
Baltimore	30.2	25.3	17.6
Birmingham	32.1	24.9	18.3
Boston	41.8	29.9	23.7
Bridgeport	38.6	30.4	24.2
Buffalo	29.6	24.4	18.9
Butte	20.4	18.4	13.3
Charleston, S. C.	27.3	21.2	15.8
Chicago	28.7	26.9	21.4
Cincinnati	28.3	23.3	16.6
Cleveland	30.2	24.6	20.1
Columbus	32.4	25.1	19.3
Dallas	30.7	26.4	16.8
Denver	27.7	20.0	16.7
Detroit	29.2	24.8	19.7
Fall River	39.7	26.2	20.9
Houston	27.9	22.1	14.3
Indianapolis	30.0	21.2	17.5
Jacksonville	27.4	23.9	17.0
Kansas City	26.9	22.4	15.7
Little Rock	26.4	20.8	15.4
Los Angeles	25.3	21.6	14.7
Louisville	28.5	19.6	15.3
Manchester	39.4	25.6	22.2
Memphis	31.0	24.9	16.5
Milwaukee	28.0	23.9	18.8
Minneapolis	27.8	22.3	18.0
Mobile	27.3	20.1	15.5
Newark	38.3	30.4	22.7
New Haven	40.4	30.8	24.4
New Orleans	27.7	24.7	16.6
New York	36.2	31.0	22.7
Norfolk	30.1	27.5	17.9
Omaha	27.6	19.3	16.9
Peoria	28.0	19.0	16.5
Philadelphia	36.7	31.7	23.1
Pittsburgh	29.3	24.0	19.1
Portland, Me.	39.0	28.1	19.7
Portland, Ore.	21.5	18.4	13.9
Providence	39.5	30.6	24.0
Richmond	33.8	27.9	18.7
Rochester	30.1	23.1	19.0
St. Louis	32.7	23.7	18.1
St. Paul	27.3	22.8	18.8
Salt Lake City	24.2	18.8	14.4
San Francisco	25.9	23.0	14.9
Savannah	27.1	23.9	16.0
Scranton	36.9	29.4	24.2
Seattle	23.6	20.4	16.0
Springfield, Ill.	29.9	19.9	17.3
Washington, D. C.	35.6	27.3	20.3

BEEF

BEEF PRICES did not change very much from September 11 to September 25. Round steak prices dropped an average of 0.1 cent while rib roast went up 0.3 cent and chuck went up 0.2 cent.

BEEF PRICES are now about 15 percent above the low levels of last April.

IN THE WHOLESALE MARKETS the prices of steers were fairly well maintained throughout September but dropped somewhat during the first week of October.

MARKET SUPPLIES OF BEEF CATTLE continue liberal. September receipts were 16 percent larger than a year ago and slightly above the 5-year average for September.

OTHER CUTS not quoted in the table are sirloin steak selling at an average of 34.8 cents and plate beef at 11.8 cents.

THE FARM PRICE of beef cattle rose from \$3.71 a hundred pounds on August 15 to \$4.21 on September 15.

PORK

AS USUAL IN SEPTEMBER the prices of hogs and of pork products began to drop. During the two weeks ending September 25 the average price of pork chops dropped 3.9 cents a pound, or about 12 percent. This is a remarkably sharp drop in a two weeks' period. Prices of whole hams dropped 0.2 cent and lard prices went up 0.3 cent.

IN AUGUST there was a spectacular rise in the wholesale market for hogs. The farm price went from \$4.61 a hundred pounds on August 15 to \$6.04 on September 15. But prices fell off throughout September as new-crop hogs began to be marketed in increasing numbers.

IT IS EXPECTED that the shortage of feed this year will result in early marketings of light weight hogs. Total supplies of pork, however, during the next three months will probably be less than last year.

Average Retail Prices, Sept. 25, 1934 (cents)

Markets	Chops lb.	Lard lb.	Whole smo. ham lb.
United States	28.5	14.7	26.0
Atlanta	28.2	15.5	25.3
Baltimore	27.9	14.7	25.3
Birmingham	27.5	14.3	27.0
Boston	28.8	14.5	28.0
Bridgeport	31.1	14.1	26.8
Buffalo	30.9	13.9	25.7
Butte	27.0	16.2	27.3
Charleston, S.C.	24.1	13.4	24.2
Chicago	28.4	14.0	25.5
Cincinnati	27.4	14.9	23.3
Cleveland	30.2	15.5	26.6
Columbus	28.9	13.9	26.3
Dallas	29.3	15.0	26.6
Denver	27.1	15.2	26.7
Detroit	32.4	14.3	27.4
Fall River	30.5	13.9	25.8
Houston	26.4	13.5	24.3
Indianapolis	25.9	14.0	24.9
Jacksonville	24.0	14.2	25.3
Kansas City	27.4	14.8	25.4
Little Rock	24.1	14.2	25.0
Los Angeles	37.2	15.8	27.4
Louisville	26.2	13.9	23.5
Manchester	27.0	14.9	26.9
Memphis	23.4	14.5	24.0
Milwaukee	26.7	14.0	24.6
Minneapolis	28.0	14.4	25.5
Mobile	24.3	14.0	25.9
Newark	29.2	14.3	26.4
New Haven	31.9	14.9	29.3
New Orleans	25.5	14.2	25.3
New York	29.5	14.7	26.3
Norfolk	25.2	12.9	25.2
Omaha	25.2	15.3	26.0
Peoria	25.2	15.3	26.4
Philadelphia	32.1	15.8	25.4
Pittsburgh	28.8	14.4	25.7
Portland, Me.	29.1	14.5	27.7
Portland, Ore.	31.9	16.7	28.0
Providence	29.9	14.5	26.4
Richmond	28.5	14.2	25.1
Rochester	29.9	14.6	25.7
St. Louis	26.0	14.0	25.3
St. Paul	26.5	14.6	25.3
Salt Lake City	30.7	17.8	29.2
San Francisco	35.0	16.0	29.9
Savannah	24.6	13.5	22.2
Scranton	26.1	15.6	25.6
Seattle	35.0	15.6	27.1
Springfield, Ill.	24.1	14.2	25.5
Washington, D.C.	29.5	14.8	25.8

ham

Average Retail Prices, Sept. 25, 1934 (cents)

	Leg of lamb Breast lamb Square chuck		
Markets	lb.	lb.	lb.
United States	25.2	10.7	18.5
Atlanta.....	23.9	11.4	15.4
Baltimore.....	25.2	11.7	19.1
Birmingham.....	25.8	11.5	16.1
Boston.....	26.2	12.4	14.9
Bridgeport.....	25.8	9.5	20.6
Buffalo.....	22.6	10.1	18.6
Butte.....	23.8	10.4	18.1
Charleston, S.C.	25.4	13.9	18.3
Chicago.....	25.7	10.1	21.3
Cincinnati.....	23.8	10.8	18.9
Cleveland.....	25.6	11.4	22.4
Columbus.....	27.8	11.0	21.3
Dallas.....	26.4	13.2	17.3
Denver.....	25.7	9.4	18.5
Detroit.....	26.3	12.1	21.6
Fall River.....	25.9	9.8	18.0
Houston.....	30.2	12.7	17.1
Indianapolis.....	28.0	11.9	21.4
Jacksonville.....	25.3	10.5	19.0
Kansas City.....	25.3	11.5	18.8
Little Rock.....	25.4	11.1	16.5
Los Angeles.....	22.9	9.4	16.0
Louisville.....	26.4	15.0	17.5
Manchester.....	26.0	13.8	19.1
Memphis.....	27.4	11.2	16.3
Milwaukee.....	25.4	9.8	20.4
Minneapolis.....	22.9	8.5	18.1
Mobile.....	25.7	12.5	16.8
Newark.....	26.5	11.2	21.0
New Haven.....	25.5	11.3	19.2
New Orleans.....	26.0	10.4	15.7
New York.....	26.7	10.0	17.8
Norfolk.....	24.6	10.5	15.8
Omaha.....	23.6	8.7	16.9
Peoria.....	26.3	11.7	20.8
Philadelphia.....	27.3	7.7	17.0
Pittsburgh.....	25.1	11.8	20.7
Portland, Me.....	24.1	12.1	18.3
Portland, Ore.....	21.6	9.7	16.4
Providence.....	25.9	10.9	20.8
Richmond.....	26.7	12.2	13.6
Rochester.....	23.0	11.5	19.0
St. Louis.....	26.6	13.5	19.8
St. Paul.....	22.6	9.7	18.5
Salt Lake City.....	23.2	8.4	17.9
San Francisco.....	25.0	8.9	15.4
Savannah.....	24.4	10.6	17.0
Scranton.....	27.4	10.7	19.4
Seattle.....	22.0	10.3	18.6
Springfield, Ill.....	24.4	10.4	17.5
Washington, D.C.....	24.7	10.4	19.4

LAMB

LAMB PRICES were lower on September 25 than on September 11. Prices of legs dropped 0.3 cent; breast dropped 0.1 cent; and square chuck dropped 0.3 cent.

AUGUST AND SEPTEMBER supplies of lambs were relatively large and prices in the central markets and at the farm have been falling. Farm prices dropped from \$5.02 a hundred pounds on August 15 to \$4.66 on September 15.

THE PRESENT OUTLOOK is for continued liberal marketings of lambs during the next few months. Weights will probably continue to be light and quality below average.

POULTRY AND EGGS

PRICES OF HENS AND EGGS both continue to go up. Usually hen prices drop at this time of the year but the rise in egg prices is about normal.

THE AVERAGE RISE in egg prices from April to September is about 44 percent. This year it has been 50 percent, or somewhat more than usual.

FROM September 11 to September 25 hen prices went up 0.5 cent a pound and egg prices rose 0.9 cent a dozen.

AS USUAL there is a great variation in prices of eggs reported in different parts of the country - ranging from 26.9 cents in Springfield, Illinois, to 49.3 cents in Boston.

THE SHORTAGE of feed and the smaller number of layers this year may raise prices considerably higher this winter.

Average Retail Prices, Sept. 25, 1934 (cents)		
Markets	Hens lb.	Eggs doz.
United States	25.6	35.2
Atlanta	21.7	37.0
Baltimore	29.6	37.2
Birmingham	20.0	35.2
Boston	30.6	49.3
Bridgeport	30.1	46.3
Ruffalo	26.6	36.7
Butte	19.7	37.1
Charleston, S. C.	22.8	35.6
Chicago	27.0	34.0
Cincinnati	24.3	30.5
Cleveland	26.8	33.9
Columbus	23.9	30.4
Dallas	19.0	35.8
Denver	21.4	35.4
Detroit	29.7	30.6
Fall River	27.7	43.3
Houston	22.8	31.9
Indianapolis	22.6	29.8
Jacksonville	24.1	42.6
Kansas City	21.5	30.2
Little Rock	18.4	29.5
Los Angeles	28.8	35.6
Louisville	20.8	29.5
Manchester	28.0	41.6
Memphis	19.5	28.5
Milwaukee	21.5	32.0
Minneapolis	22.6	28.5
Mobile	20.3	31.0
Newark	31.8	44.3
New Haven	34.4	44.3
New Orleans	22.5	29.6
New York	30.8	41.7
Norfolk	26.4	33.1
Omaha	21.9	27.7
Peoria	22.0	28.2
Philadelphia	31.9	38.9
Pittsburgh	28.3	35.0
Portland, Me.	26.3	42.9
Portland, Ore.	22.2	32.0
Providence	29.2	46.5
Richmond	26.9	32.6
Rochester	26.1	37.0
St. Louis	23.5	30.4
St. Paul	22.4	28.4
Salt Lake City	25.5	32.4
San Francisco	33.0	35.0
Savannah	21.5	31.9
Scranton	32.0	37.2
Seattle	25.9	35.2
Springfield, Ill.	20.9	26.9
Washington, D. C.	28.4	41.8

Average Retail Prices, Sept. 25, 1934 (cents)

	Potatoes	Onions	Cabbage
Markets	lb.	lb.	lb.
United States	2.0	4.0	3.1
Atlanta	2.6	5.2	2.7
Baltimore	1.6	4.0	3.2
Birmingham	2.4	4.7	2.6
Boston	1.6	3.3	3.7
Bridgeport	1.7	3.7	3.2
Buffalo	1.4	3.3	2.6
Butte	2.0	4.1	3.3
Charleston, S. C.	2.4	4.9	3.5
Chicago	2.3	3.9	2.9
Cincinnati	2.2	3.7	2.7
Cleveland	1.9	3.2	2.5
Columbus	2.0	4.7	3.3
Dallas	3.4	6.2	4.6
Denver	2.3	4.4	2.7
Detroit	1.6	2.9	2.3
Fall River	1.4	3.8	3.0
Houston	2.6	4.3	3.6
Indianapolis	1.9	3.9	3.2
Jacksonville	2.1	3.7	2.9
Kansas City	2.5	5.9	3.5
Little Rock	2.9	4.2	3.3
Los Angeles	2.1	3.1	2.8
Louisville	2.1	4.1	3.1
Manchester	1.5	3.5	3.0
Memphis	2.6	4.2	2.8
Milwaukee	2.0	3.9	2.5
Minneapolis	2.1	4.2	2.7
Mobile	2.4	3.7	3.2
Newark	1.7	3.7	2.8
New Haven	1.7	3.8	3.4
New Orleans	2.5	3.8	3.9
New York	1.9	3.9	3.4
Norfolk	1.8	4.5	4.1
Omaha	2.3	5.3	3.5
Peoria	2.1	5.1	3.1
Philadelphia	1.8	3.8	2.8
Pittsburgh	1.9	3.8	2.4
Portland, Me.	1.4	3.5	3.3
Portland, Ore.	2.0	3.1	3.0
Providence	1.5	3.3	3.1
Richmond	1.9	4.1	3.6
Rochester	1.3	3.2	2.2
St. Louis	2.3	3.9	2.6
St. Paul	1.9	4.5	3.4
Salt Lake City	1.7	2.6	2.4
San Francisco	2.1	3.3	---
Savannah	2.2	4.3	3.5
Scranton	1.4	3.2	2.4
Seattle	1.8	3.2	3.3
Springfield, Ill.	2.1	4.4	2.9
Washington, D. C.	1.6	4.7	3.6

VEGETABLES

(fresh)

POTATO PRICES dropped 0.1 cent a pound from September 11 to September 25. The crop improved greatly since last summer and the October report indicates about an average crop. Prices are much below last year and are continuing to drop. The increase for last year in the late crop is in the Northeastern and Middle Western states.

PRICES OF ONIONS AND CABBAGES dropped further. Cabbage supplies have been abundant throughout the year and prices in many sections have been below harvesting costs. The crop of late cabbage for storage is also big.

ONION PRODUCTION in the late states is about 1 percent under last year and about 4 percent under the 5-year average.

VEGETABLES
(fresh)

PRICES OF LETTUCE, spinach and carrots all dropped during the two weeks ended September 25. Lettuce dropped 0.3 cent a head; spinach prices fell 1.0 cent a pound; and carrot prices went down 0.1 cent a bunch.

THE PRODUCTION of practically all market garden and truck crops is above average. Celery and onion production are slightly less than average but other commercial truck crops are estimated anywhere from about average to about 25 percent above.

PRODUCTION in the drought area is low but is more than balanced by increases in the North and South Atlantic and in the Pacific Coast states.

Average Retail Prices, Sept. 25, 1934 (cents)			
Markets	Lettuce head	Spinach lb.	Carrots bunch
United States	9.3	7.3	4.9
Atlanta	9.8	10.7	8.1
Baltimore	10.9	8.9	6.4
Birmingham	9.0	7.7	7.5
Boston	9.7	6.1	5.2
Bridgeport	10.5	8.6	4.7
Buffalo	9.2	5.7	3.0
Butte	9.8	9.0	4.4
Charleston, S. C.	9.9	10.0	8.8
Chicago	10.1	9.5	4.9
Cincinnati	9.3	6.9	3.8
Cleveland	10.1	4.9	4.3
Columbus	11.1	8.7	5.1
Dallas	7.1	11.6	6.2
Denver	7.5	6.9	3.0
Detroit	9.4	5.7	4.4
Fall River	11.3	6.8	5.0
Houston	6.4	7.9	5.7
Indianapolis	10.2	7.0	4.5
Jacksonville	9.0	9.5	7.4
Kansas City	9.5	13.1	5.9
Little Rock	7.9	7.8	5.4
Los Angeles	5.9	2.9	2.7
Louisville	9.7	5.2	5.0
Manchester	12.5	6.2	4.6
Memphis	8.2	7.9	5.9
Milwaukee	9.3	7.8	3.1
Minneapolis	9.3	8.1	3.6
Mobile	8.7	9.8	6.3
Newark	12.0	7.6	4.6
New Haven	10.5	6.2	4.4
New Orleans	8.9	8.5	5.8
New York	10.4	8.3	5.4
Norfolk	11.7	6.1	6.1
Omaha	9.5	8.9	5.5
Peoria	9.4	9.2	6.8
Philadelphia	10.0	6.9	3.7
Pittsburgh	9.9	6.2	4.2
Portland, Me.	10.0	6.8	5.0
Portland, Ore.	6.5	8.1	3.1
Providence	10.7	5.8	5.0
Richmond	10.5	9.1	7.1
Rochester	9.3	7.2	3.0
St. Louis	9.1	4.5	5.0
St. Paul	9.9	7.4	4.3
Salt Lake City	9.3	11.3	2.9
San Francisco	4.3	5.5	2.5
Savannah	9.8	10.0	9.1
Scranton	11.4	6.7	4.1
Seattle	6.8	5.0	2.5
Springfield, Ill.	9.7	8.2	5.5
Washington, D. C.	10.1	8.3	7.7

Average Retail Prices, Sept. 25, 1934 (cents)

Markets	Apples lb.	Bananas doz.-*lb.	Oranges doz.
United States	5.7	24.0	37.0
Atlanta	6.0	22.6	31.3
Baltimore	5.3	20.6	36.3
Birmingham	7.0	*6.3	35.8
Boston	6.2	*6.2	39.4
Bridgeport	6.3	*6.0	42.4
Buffalo	4.4	25.2	34.2
Butte	5.4	*9.5	30.8
Charleston, S. C.	5.9	20.0	28.8
Chicago	7.5	*7.1	38.8
Cincinnati	5.3	*7.0	35.1
Cleveland	4.9	*6.5	37.4
Columbus	4.8	*7.2	34.0
Dallas	---	*7.2	40.2
Denver	6.1	*8.4	31.8
Detroit	5.1	*6.1	40.8
Fall River	7.0	*6.6	39.5
Houston	---	18.2	36.9
Indianapolis	6.2	*7.4	38.0
Jacksonville	6.1	16.2	44.2
Kansas City	6.0	*8.1	39.3
Little Rock	6.3	*6.3	31.6
Los Angeles	5.8	*6.1	16.0
Louisville	5.8	*7.3	30.8
Manchester	5.0	*6.2	40.5
Memphis	6.1	*6.4	34.6
Milwaukee	6.7	*7.0	35.2
Minneapolis	5.9	*8.5	34.5
Mobile	6.8	17.2	31.7
Newark	5.9	26.5	42.1
New Haven	6.3	24.0	39.8
New Orleans	4.4	19.0	34.3
New York	7.1	23.7	43.0
Norfolk	5.2	21.6	38.8
Omaha	6.4	*8.4	35.4
Peoria	6.4	*7.8	38.0
Philadelphia	5.1	21.1	40.3
Pittsburgh	5.0	26.8	39.7
Portland, Me.	5.1	*6.8	40.8
Portland, Ore.	3.8	*7.9	38.5
Providence	6.3	*6.3	41.8
Richmond	6.2	25.2	34.9
Rochester	3.5	25.0	35.2
St. Louis	5.7	*7.1	35.3
St. Paul	6.4	*8.4	35.5
Salt Lake City	5.2	*7.9	29.3
San Francisco	4.5	22.3	30.1
Savannah	4.9	20.9	33.6
Scranton	4.4	20.1	37.7
Seattle	3.8	*6.8	43.0
Springfield, Ill.	6.3	*7.2	39.7
Washington, D. C.	6.2	24.7	41.0

FRUIT
(fresh)

PRICES OF APPLES AND OF ORANGES were the same on September 25 as on September 11. Banana prices went up 0.4 cent a dozen.

THE OCTOBER CROP report indicated a slightly larger production than was reported the previous month but much below last year's crop and the five year average. The commercial crop is 29 percent below average and 8 percent below last year. The crop is larger than last year in the Western states and smaller in the Northeast and Central states. The Western states will probably have a wider distribution than usual.

THE FIRST OFFICIAL ESTIMATES of citrus production are now available and show a record crop of oranges and grape fruit. The orange crop is 21 percent bigger than last year and 26 percent above average. Grapefruit production is 38 percent above last year and 44 percent higher than average.

Average Retail Prices, September 25, 1934 (cents)

Markets	Corn #2 can	Peas #2 can	Tomatoes #2, *2-1/2 can	Peaches 2-1/2 can	Pears 2-1/2 can	Pineapple 2-1/2 can
United States	11.6	17.1	10.3	19.1	22.1	22.6
Atlanta	11.8	18.1	9.9	19.7	23.1	25.1
Baltimore	13.1	15.9	10.0	16.9	20.1	20.4
Birmingham	11.0	18.9	9.8	19.6	22.2	24.7
Boston	12.9	17.5	11.9	19.6	22.4	23.0
Bridgeport	13.5	19.3	11.8	19.9	23.7	23.1
Buffalo	11.6	15.9	11.1	19.4	22.9	22.0
Butte	12.1	17.3	10.6	20.3	22.8	24.6
Charleston, S. C.	10.4	17.0	9.6	16.8	21.3	22.2
Chicago	12.1	16.0	11.8	20.9	23.4	23.9
Cincinnati	10.5	17.1	9.8	18.6	22.7	22.3
Cleveland	11.6	15.8	10.1	19.3	22.7	23.1
Columbus	10.8	16.8	9.9	19.8	23.3	23.3
Dallas	12.3	20.6	10.5	19.8	24.3	23.3
Denver	12.1	18.0	11.0	20.4	23.5	24.0
Detroit	10.6	19.5	9.9	18.7	22.7	23.4
Fall River	12.1	17.4	10.4	20.1	22.3	22.1
Houston	11.6	16.4	8.8	17.6	21.8	21.3
Indianapolis	10.6	17.1	9.9	18.5	25.6	23.6
Jacksonville	11.5	16.6	8.8	17.1	21.7	21.5
Kansas City	10.1	16.8	9.6	19.8	22.5	23.9
Little Rock	11.0	16.6	9.8	20.7	24.5	23.3
Los Angeles	12.0	16.4	*13.3	16.2	18.3	19.5
Louisville	9.6	15.4	9.4	19.5	22.0	21.8
Manchester	12.6	17.8	11.3	19.9	23.4	22.7
Memphis	11.1	15.9	9.4	18.9	22.2	21.9
Milwaukee	11.8	18.3	11.0	20.1	19.8	24.5
Minneapolis	10.3	17.3	10.9	20.3	22.8	24.2
Mobile	10.6	17.3	9.3	17.5	19.7	19.2
Newark	11.0	16.0	10.4	17.1	20.8	21.3
New Haven	13.9	17.3	12.3	20.2	24.0	23.5
New Orleans	12.1	18.8	9.9	18.4	22.7	21.5
New York	11.8	16.5	10.8	17.4	21.2	21.0
Norfolk	11.4	15.8	9.3	18.6	24.1	22.9
Omaha	11.5	16.1	11.6	20.3	23.7	23.3
Peoria	13.1	17.1	11.4	20.6	24.6	23.9
Philadelphia	12.3	17.8	10.6	13.0	20.0	21.7
Pittsburgh	10.8	16.9	10.3	18.6	21.1	22.7
Portland, Me.	11.9	17.8	11.1	20.5	23.8	23.5
Portland, Ore.	12.8	17.8	*14.0	19.4	19.1	21.3
Providence	12.4	18.5	10.1	19.3	20.2	22.5
Richmond	11.4	18.3	8.5	18.6	22.8	22.5
Rochester	11.9	16.4	11.6	21.4	20.9	23.6
St. Louis	11.9	17.6	9.4	19.2	23.0	22.9
St. Paul	11.6	15.9	10.8	21.0	22.7	23.9
Salt Lake City	12.1	16.1	*13.1	20.2	22.8	22.9
San Francisco	11.5	15.4	*13.5	16.7	19.1	19.9
Savannah	11.5	19.8	9.0	18.9	23.2	23.2
Scranton	13.0	14.8	10.8	19.5	21.6	22.4
Seattle	12.4	17.8	*12.4	18.6	20.0	22.0
Springfield, Ill.	12.1	18.1	12.4	21.7	25.9	25.8
Washington, D. C.	11.3	14.6	9.3	17.7	21.5	21.6

Markets (As of Sept. 15, 1934.)	Dealers' Buying Prices for Raw Milk delivered F.O.B. City Per Quart	Prevailing Butter- fat Test of Milk Sold By Dealers	Retail Price Per Quart Bottled to Family Trade	Gross Margin to Distributors on Retail Prices Only
	Cents	Percent	Cents	Cents
F - Chicago, Ill.	5.59	3.5	10	4.41
F - Baltimore, Md.	6.49	4.0	11	4.51
F - Boston, Mass.	6.41	3.8	11	4.59
F - Quad Cities	4.11	3.7	9	4.89
S - Milwaukee, Wis.	5.01	3.6	10	4.99
F - Evansville, Ind.	3.91	3.8	9	5.09
F - Indianapolis, Ind.	3.85	3.8	9	5.15
S - Philadelphia, Pa.	5.85	3.8	11	5.15
Memphis, Tenn.	4.84	4.0	10	5.16
S - Seattle, Wash.	4.73	4.0	10	5.27
Wilmington, Del.	5.59	4.0	11	5.41
Mason City, Iowa	4.56	3.9	10	5.44
F - Des Moines, Iowa	4.56	3.9	10	5.44
Washington, D. C.	7.55 (Premium)	4.2	13	5.45
S - Pittsburgh, Pa.	5.50	3.7	11	5.50
F - Omaha, Neb.	4.49	3.8	10	5.51
SF - Providence, R. I.	7.44	3.9	13	5.56
F - Lincoln, Neb.	4.41	3.8	10	5.59
S - Dallas, Tex.	4.39	4.2	10	5.61
F - Twin Cities, Minn.	4.37	3.6	10	5.63
Butte, Mont.	4.37	3.7	10	5.63
F - Oakland, Calif.	5.33	4.0	11	5.67
F - Fall River, Mass.	7.31	3.7	13	5.69
S - Salt Lake City, Utah	4.28	3.9	10	5.72
F - Richmond, Va.	7.25 (Premium)	4.0	13	5.75
F - St. Louis, Mo.	5.25	3.8	11	5.75
F - Los Angeles, Calif.	5.25	4.0	11	5.75
S - Portland, Ore.	4.19	4.0	10	5.81
Sioux Falls, S. D.	4.19	4.0	10	5.81
S - New York, N. Y.	7.12	3.7	13	5.88
S - Cleveland, Ohio	5.01	3.5	11	5.99
F - Savannah, Ga.	6.99	4.2	13	6.01
F - Fort Wayne, Ind.	3.91	3.9	10	6.09
F - Detroit, Mich.	4.90	3.6	11	6.10
Macon, Ga.	3.89	4.5	10	6.11
F - Denver, Colo.	3.87	3.6	10	6.13
Duluth, Minn.	3.74	3.8	10	6.26
S - Albany, N. Y.	5.70	4.0	12	6.30
F - Louisville, Ky.	4.69	4.0	11	6.31
S - Hartford, Conn.	7.66	3.9	14	6.34
Wheeling, W. Va.	4.64	3.7	11	6.36
New Orleans, La.	4.47	4.0	11	6.53
S - Buffalo, N. Y.	5.44	3.7	12	6.56
F - Kansas City, Mo.	5.27	3.8	12	6.73
S - Cincinnati, Ohio	5.05	3.7	12	6.95
San Francisco, Cal.	4.73	4.0	12	7.27
Little Rock, Ark.	4.30	4.0	12	7.70
Birmingham, Ala.	6.24	4.5	14	7.76
S - Miami, Fla.	7.05	4.3	15	7.95
Raleigh, N. C.	5.66	4.2	14	8.34

OUR POINT OF VIEW

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials - the farmer - is dependent upon the consuming power of the people. Likewise the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and non-governmental measures looking toward the advancement of consumers' interests.

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